

FIG.1

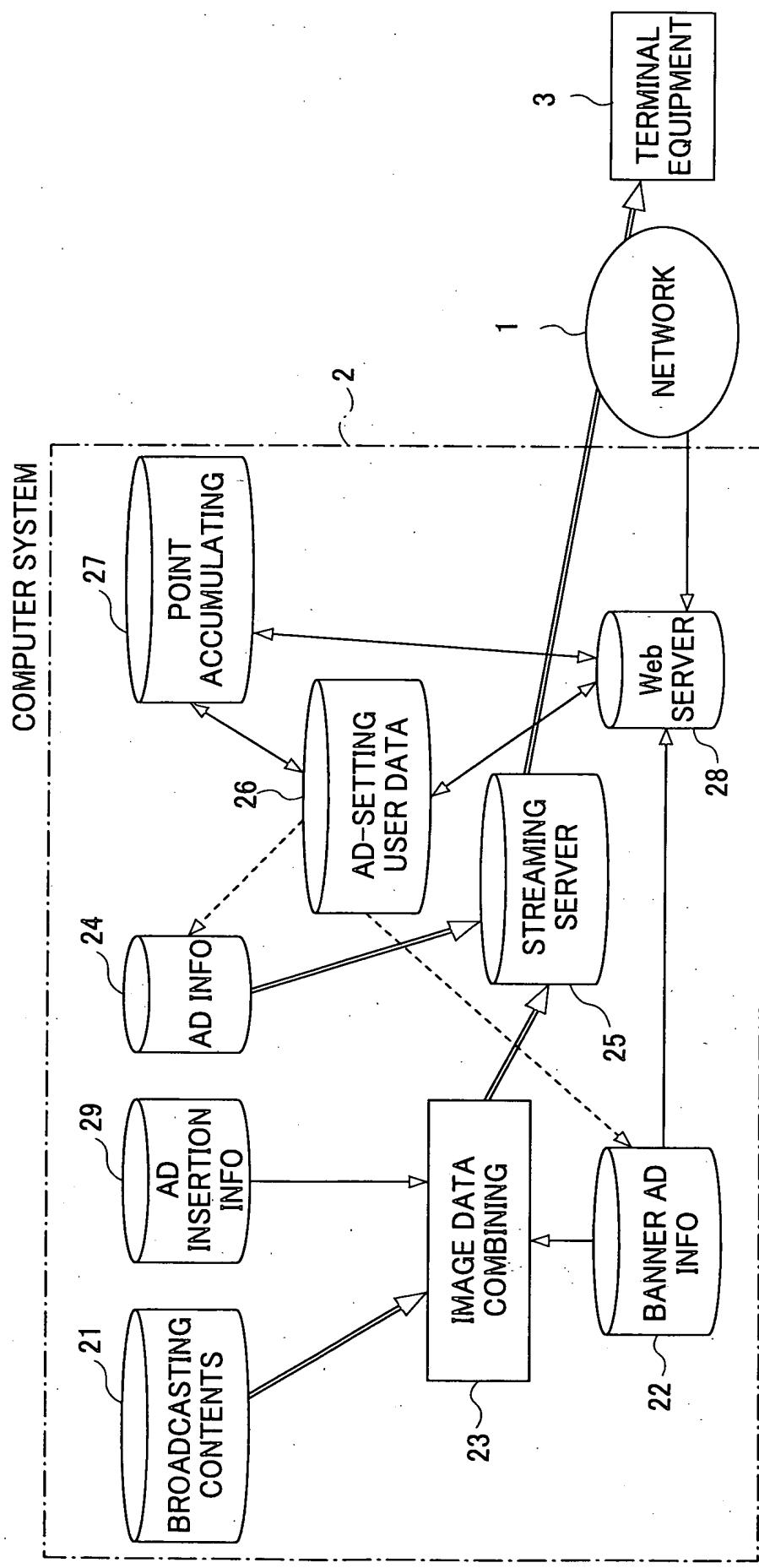


FIG.2

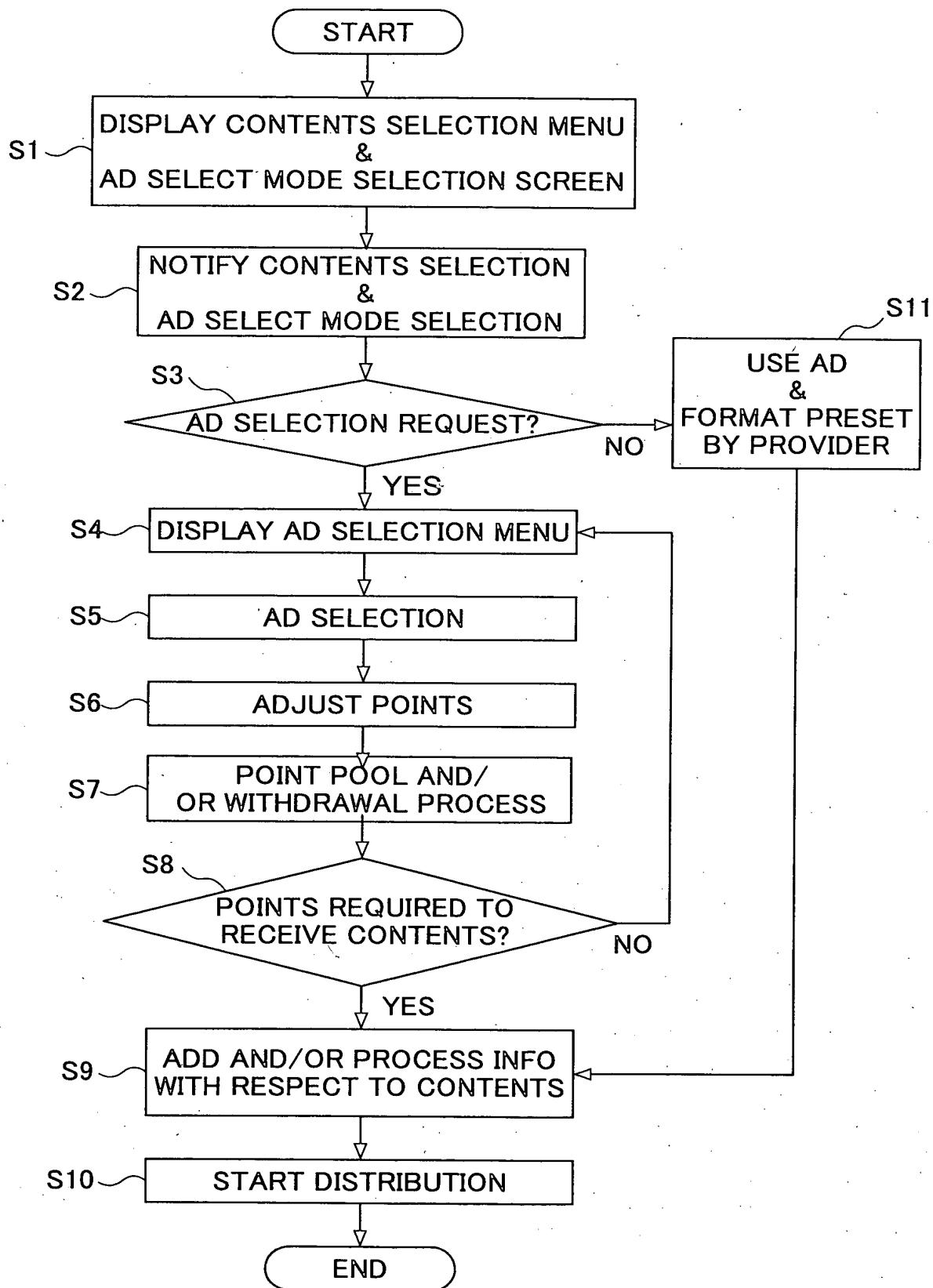


FIG.3

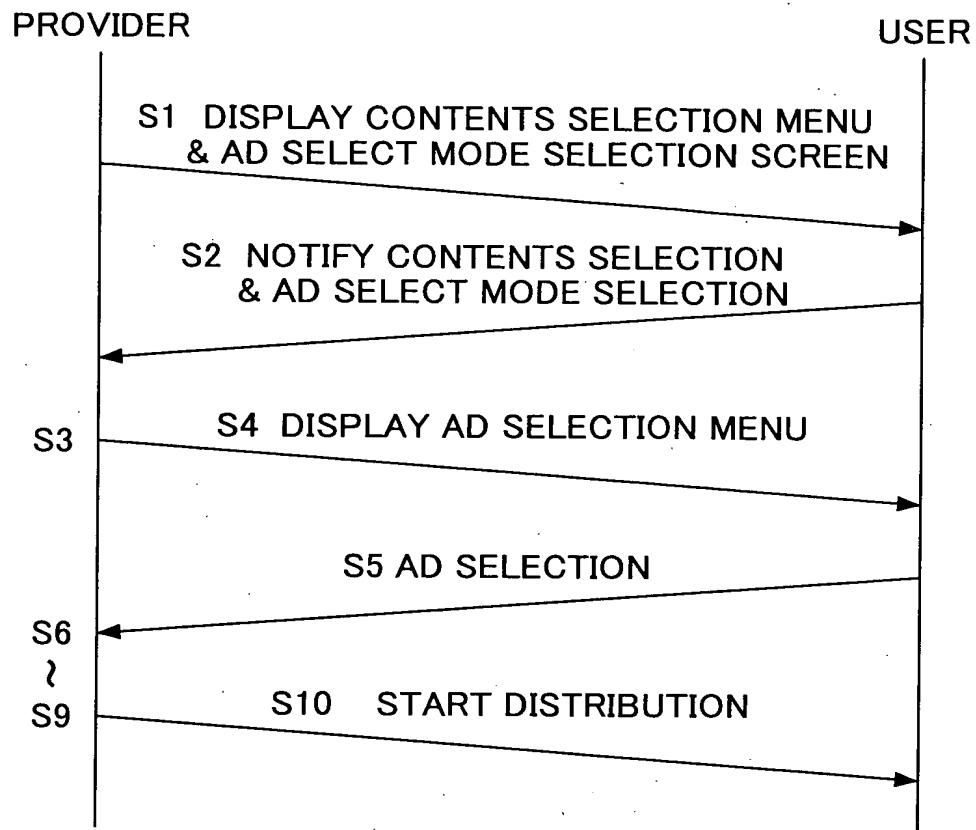


FIG.4

<p>SETTING PROGRAM AND AD TO BE RECEIVED</p> <p>+MOVIES</p> <p><input checked="" type="checkbox"/> PROGRAM A: 300 POINTS REQUIRED</p> <p><input type="checkbox"/> PROGRAM B: 150 POINTS REQUIRED</p> <p><input type="checkbox"/> PROGRAM C: 500 POINTS REQUIRED</p> <p><input type="checkbox"/> PROGRAM D: 200 POINTS REQUIRED</p> <p>+DRAMA</p> <p>+MUSIC</p> <p>+VARIETY</p> <p>AD SELECT MODE</p> <p><input checked="" type="radio"/> USER MODE</p> <p><input type="radio"/> OPROVIDER MODE</p> <p>PREVIOUS</p> <p>NEXT</p>
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FIG.5

AD RECEIVING FORMAT SELECTION	
<input checked="" type="checkbox"/> RECEIVE AD BEFORE AND AFTER AND/OR DURING PROGRAM	PRESENT POINTS:355
<input type="checkbox"/> RECEIVE BANNER AD	PRESENT POINTS:0
<input type="checkbox"/> RECEIVE INTRA-CONTENTS AD	PRESENT POINTS:0
SET AD-SETTING USER DATA	
<input type="checkbox"/> NEWLY CREATE AD-SETTING USER DATA	
<input checked="" type="checkbox"/> READ AD-SETTING USER DATA FROM SETTING INFO	
<input type="button" value="PREVIOUS"/>	<input type="button" value="NEXT"/>

FIG.6

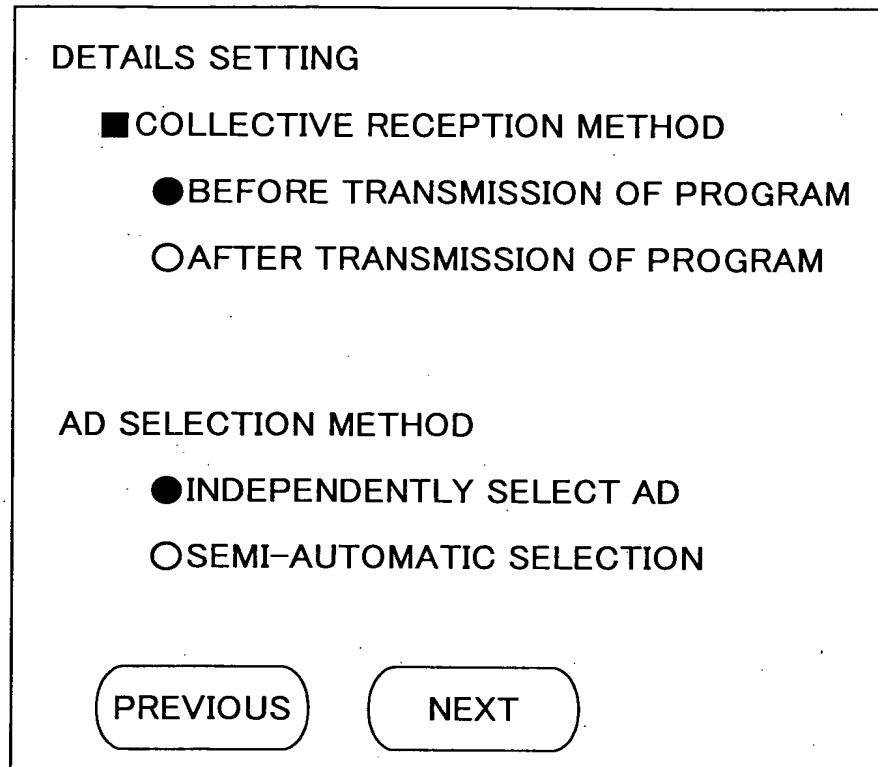


FIG.7

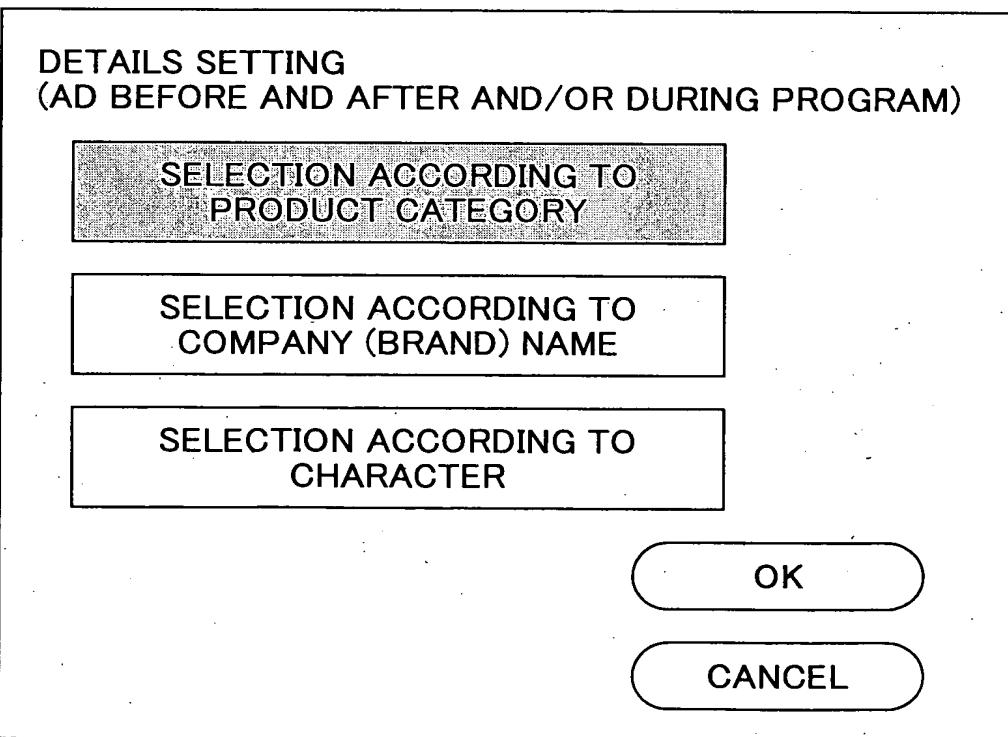


FIG.8

SELECTION ACCORDING TO CATEGORY	
PRESENT POINTS:120	
ALL PRODUCTS	
+ <input type="checkbox"/> ELECTRICAL APPLIANCES	30
+ <input type="checkbox"/> COMPANY A	
+ <input type="checkbox"/> COMPANY B	
+ <input type="checkbox"/> COMPANY C	
+ <input type="checkbox"/> TVs	30
+ <input type="checkbox"/> VIDEO	
+ <input type="checkbox"/> PERSONAL COMPUTERS	00
+ <input type="checkbox"/> AUTOMOBILES	00
+ <input type="checkbox"/> FOODS	90
+ <input type="checkbox"/> TRAVEL	00

FIG. 9

FIG.10

DETAILS SETTING
(AD BEFORE & AFTER AND/OR DURING PROGRAM)

SELECT ACCORDING TO
PRODUCT CATEGORY

SELECT ACCORDING TO
COMPANY (BRAND) NAME

SELECT ACCORDING TO
CHARACTERS

NO. OF REQUIRED POINTS IS 300.
NO. OF POINTS GAINED BY RECEIVING AD
BY SEMI-AUTOMATIC SELECTION IS 300.

300

OK

CANCEL

FIG.11

SELECT ACCORDING TO PRODUCT CATEGORY

ALL PRODUCTS RATIO

+ ELECTRICAL APPLIANCES 30

+ COMPANY A +20

+ COMPANY B

+ COMPANY C

+ COMPANY D +10

+ TVs +10

+ VIDEO

+ PERSONAL COMPUTERS 30

+ AUTOMOBILES

+ TRAVEL

+ INDIVIDUAL SETTING 20

+ PROVIDER'S CHOICE 20

OK

CANCEL

FIG.12

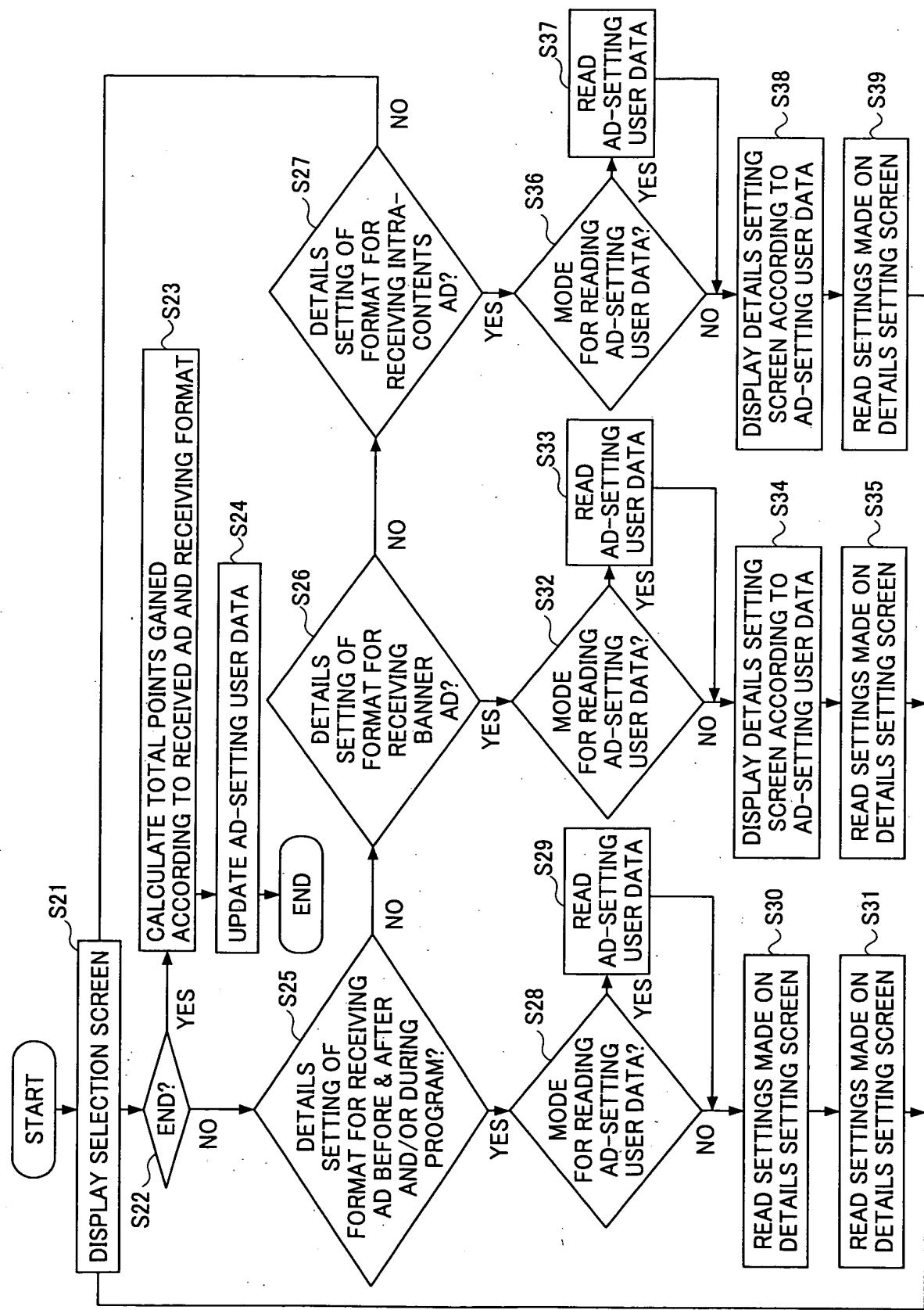


FIG.13

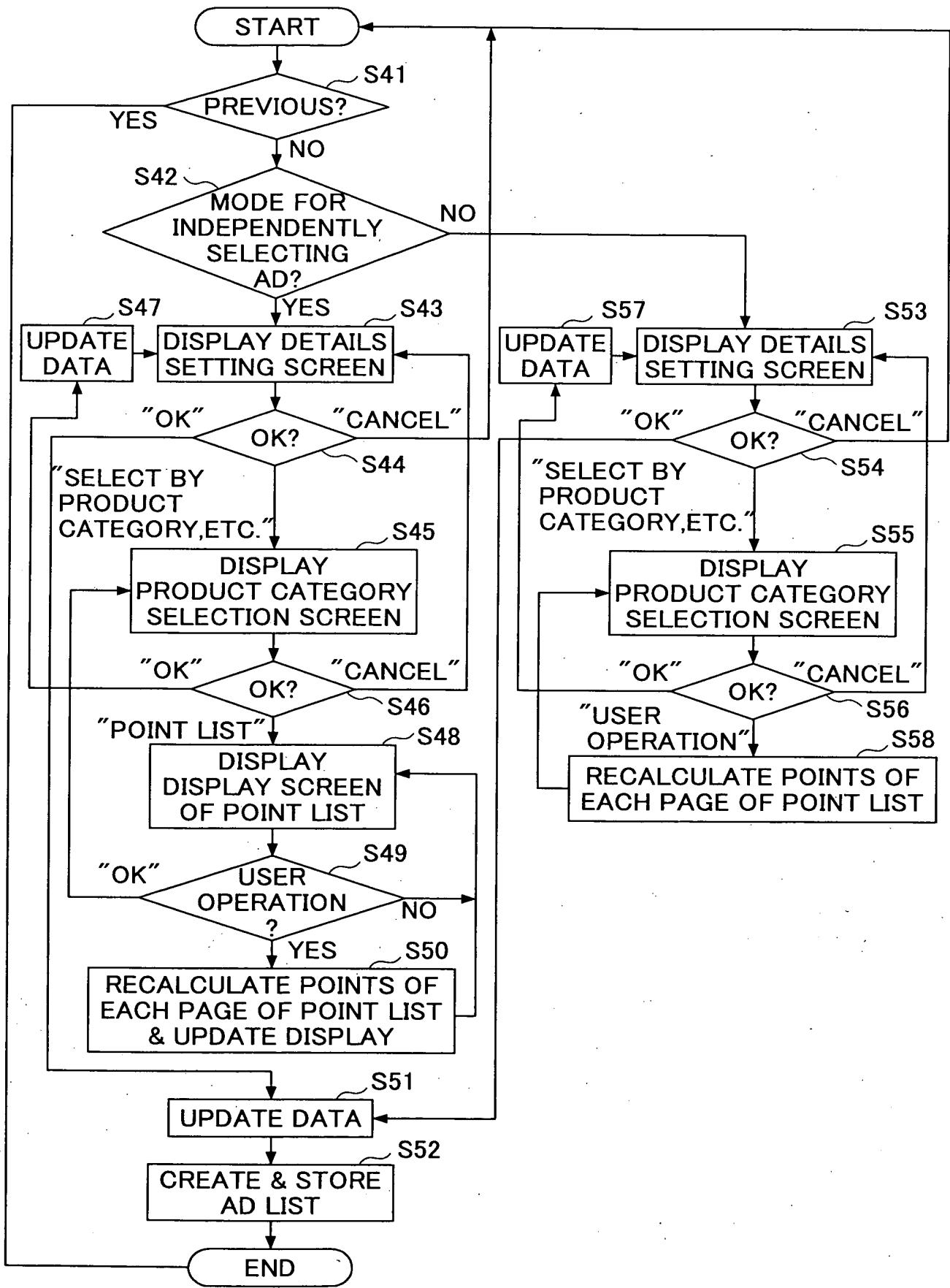


FIG.14

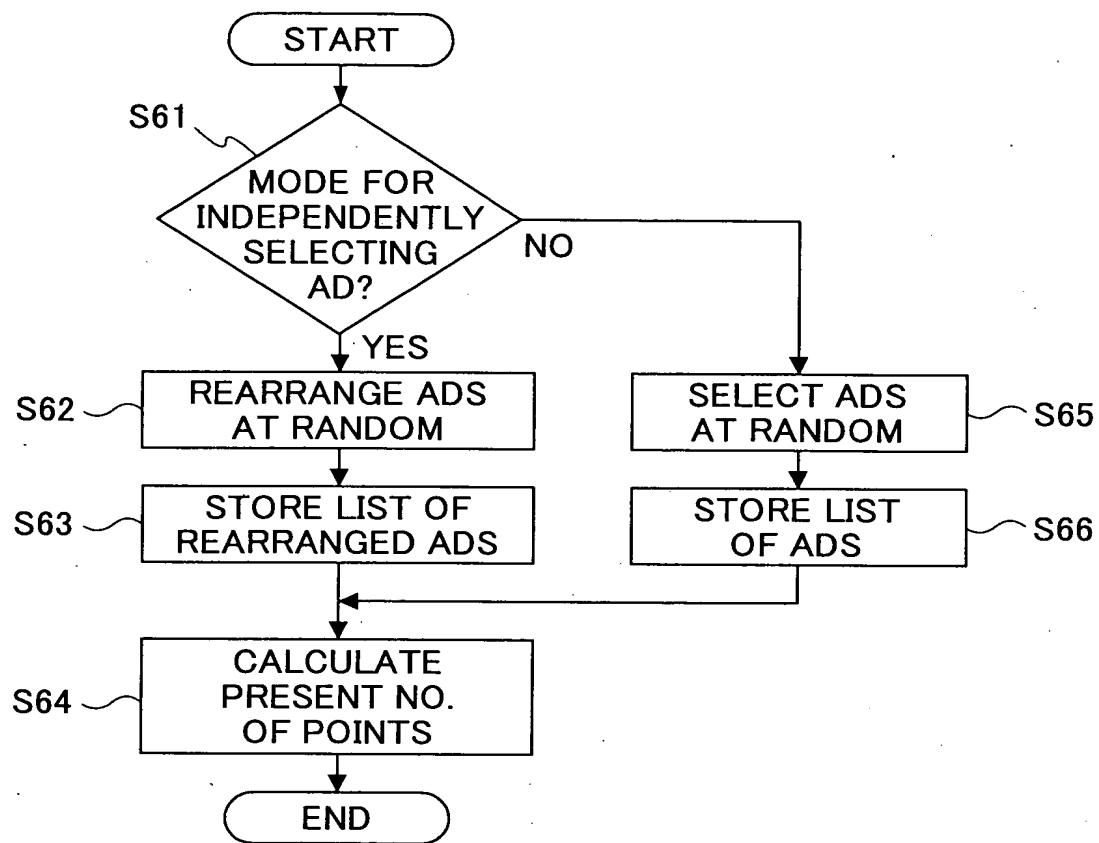


FIG.15

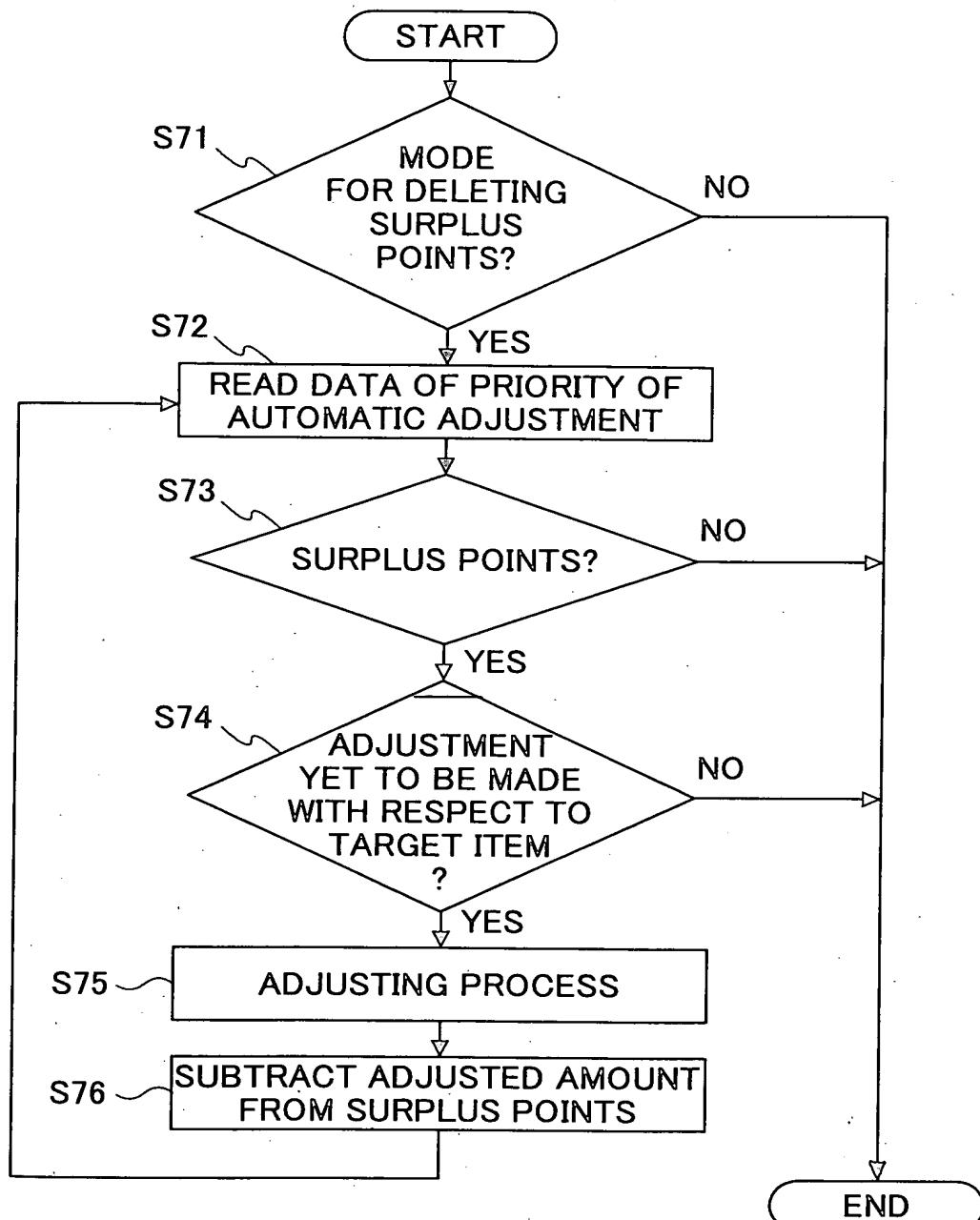


FIG. 16

AD RECEIVING FORMAT SELECTION	
■ RECEIVE AD BEFORE AND AFTER AND/OR DURING PROGRAM	
PRESENT POINTS:355	
<input type="checkbox"/> RECEIVE BANNER AD	
PRESENT POINTS:0	
<input type="checkbox"/> RECEIVE INTRA-CONTENTS AD	
PRESENT POINTS:0	
SET AD-SETTING USER DATA	
<input type="checkbox"/> NEWLY CREATE AD-SETTING USER DATA	
■ READ AD-SETTING USER DATA FROM SETTING INFO	
SET AUTOMATIC ADJUSTMENT	
■ DELETE SURPLUS POINTS BY AUTOMATIC ADJUSTMENT	
PRIORITY SETTING	
PREVIOUS	
END	

DETAILS SETTING

DETAILS SETTING

DETAILS SETTING

DETAILS SETTING

DETAILS SETTING

AD BEFORE & AFTER AND/OR
DURING PROGRAM

BANNER AD

INTRA-CONTENTS AD

ADJUST PRIORITY BY SELECTING
▲ OR ▼ WITH RESPECT TO
SELECTED ITEM.

OK

CANCEL

▲

▼

FIG.17

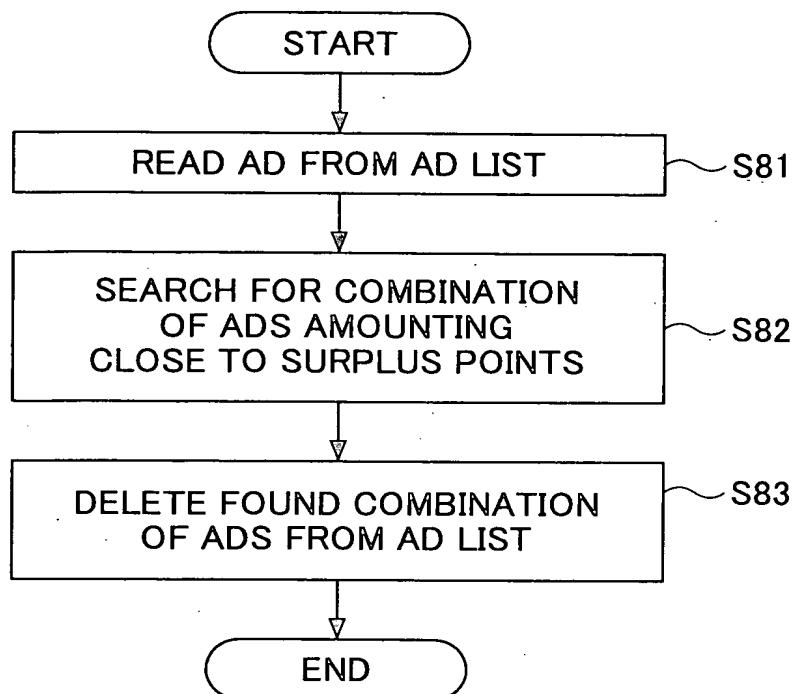


FIG.18

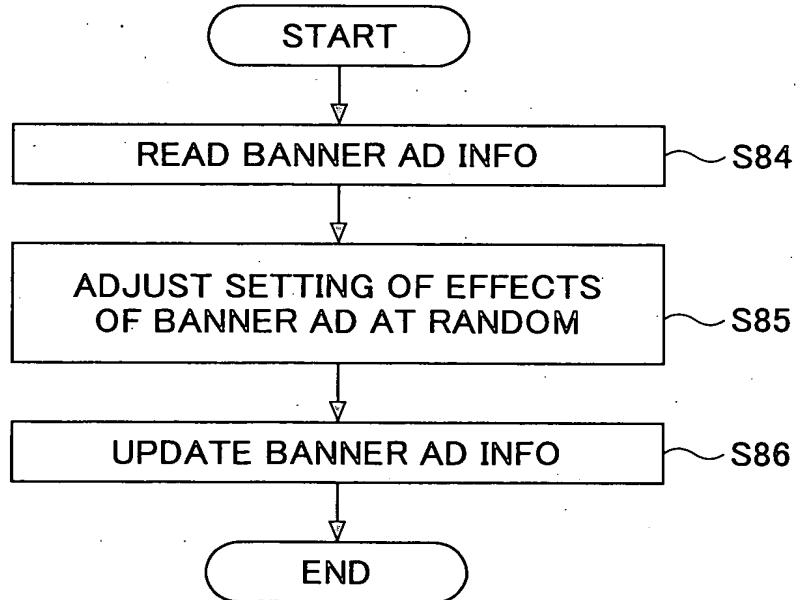


FIG.19

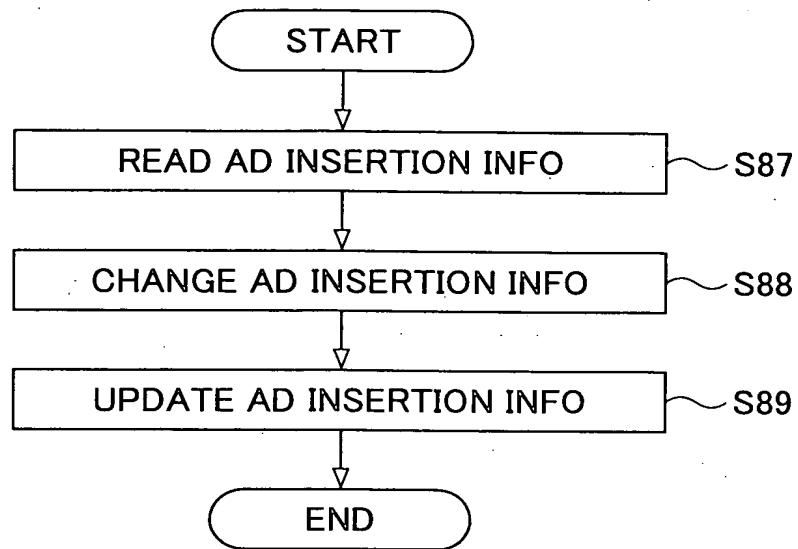


FIG.20

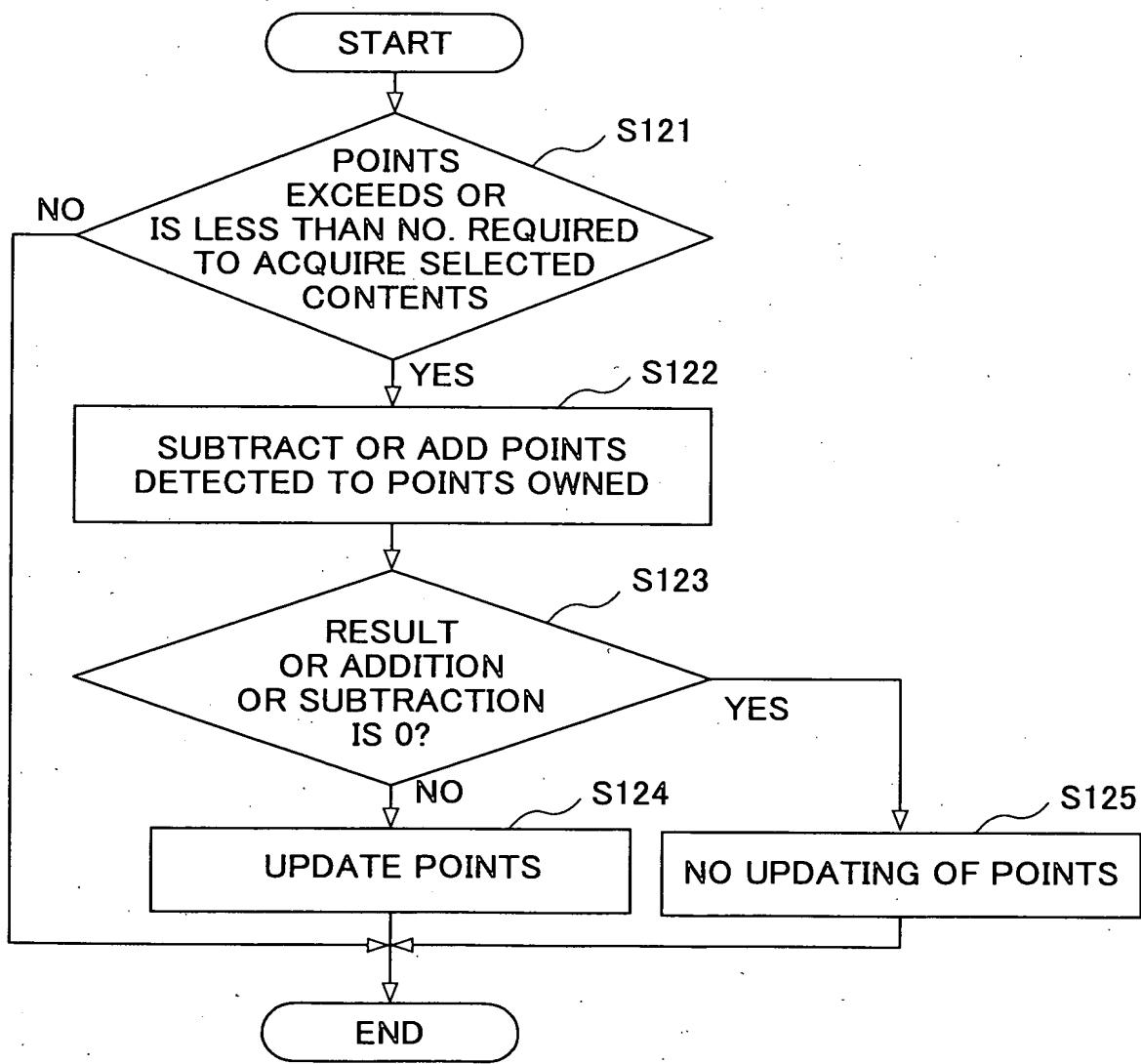


FIG.21

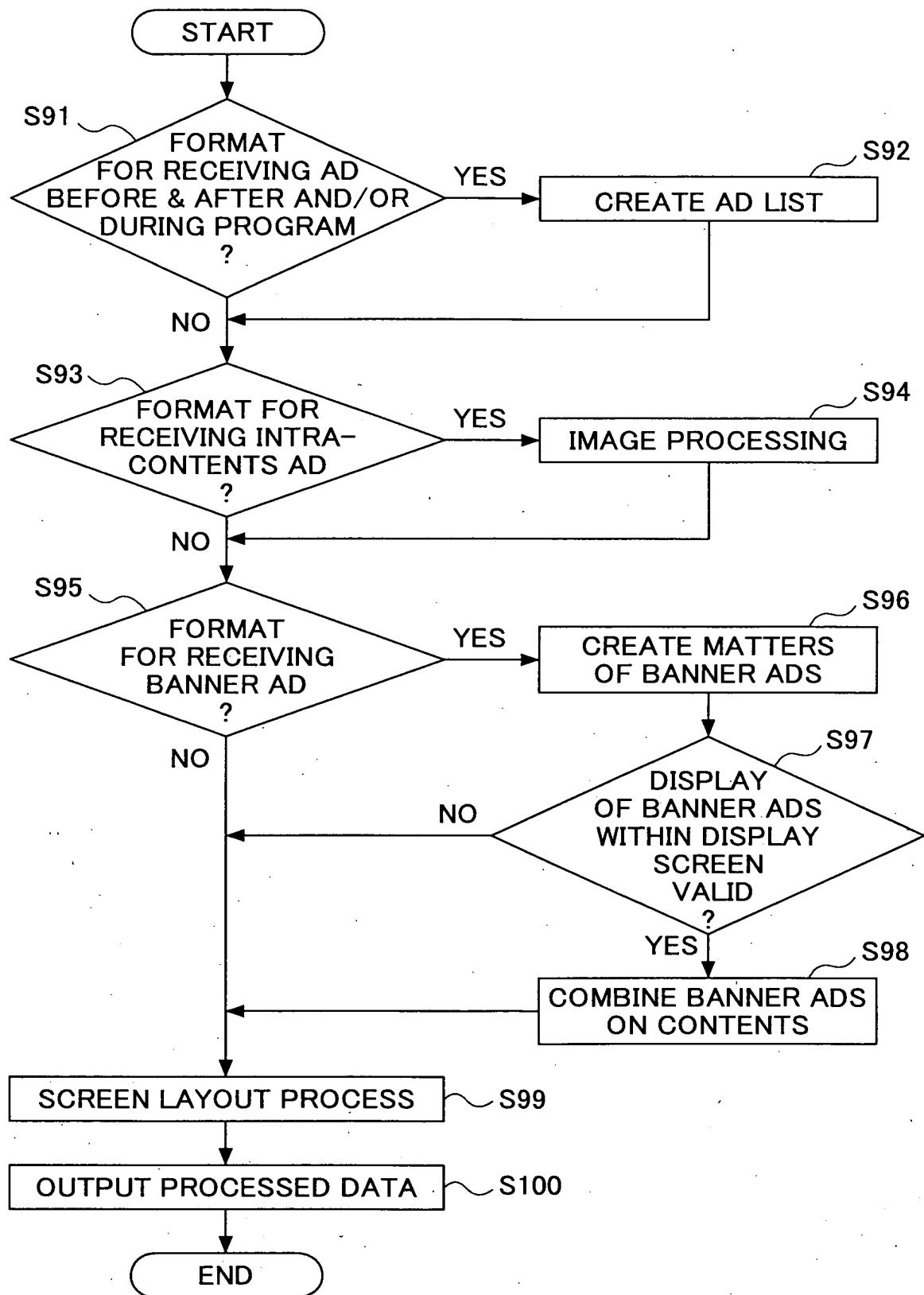


FIG.22

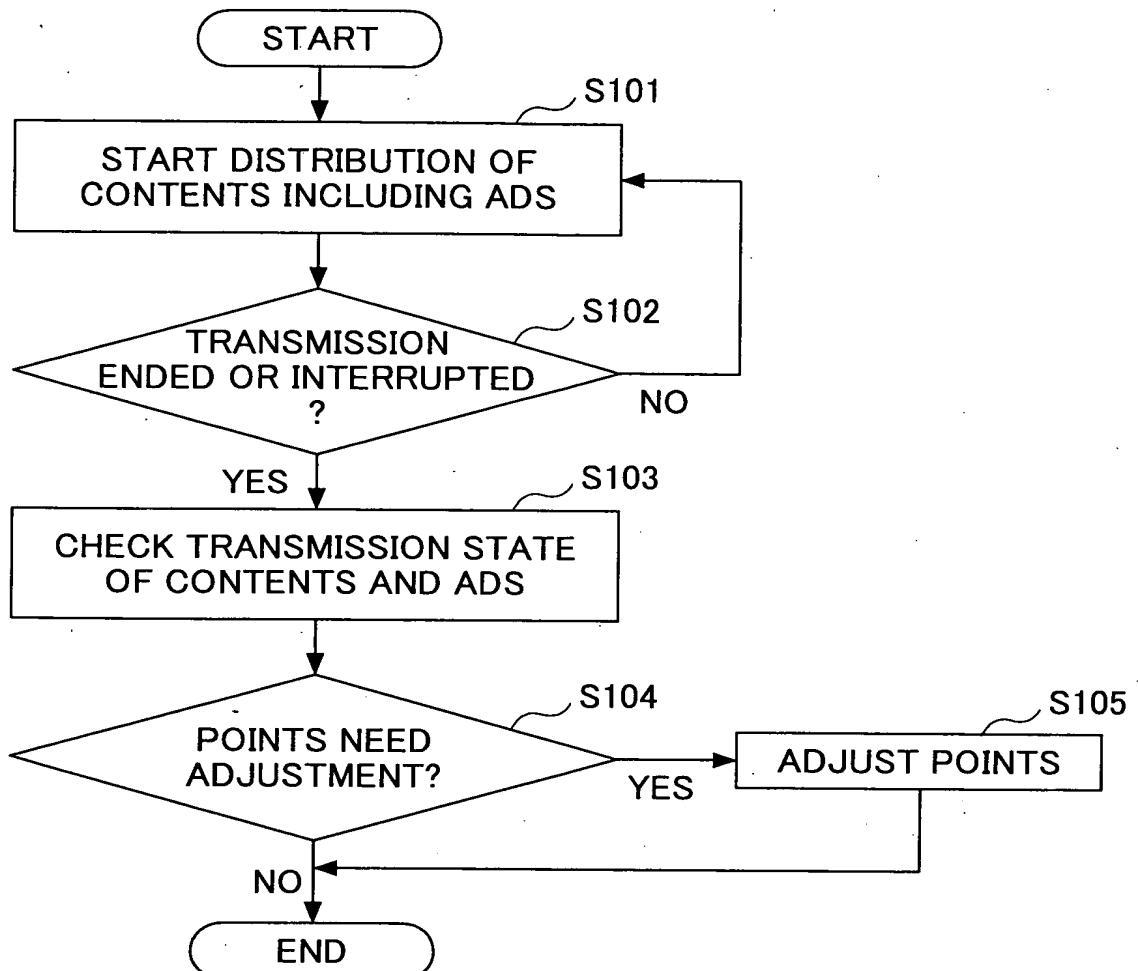


FIG.23

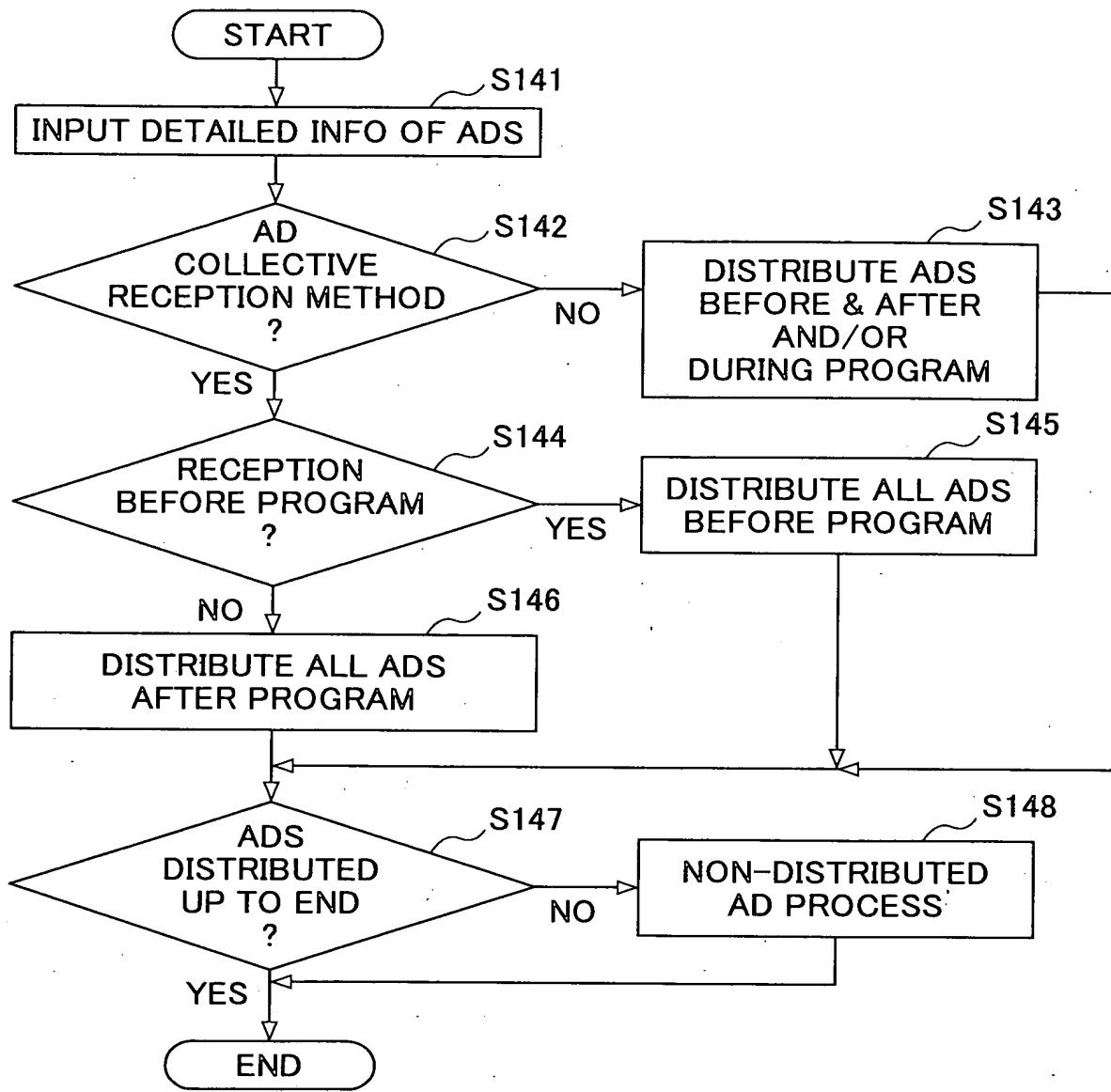


FIG.24

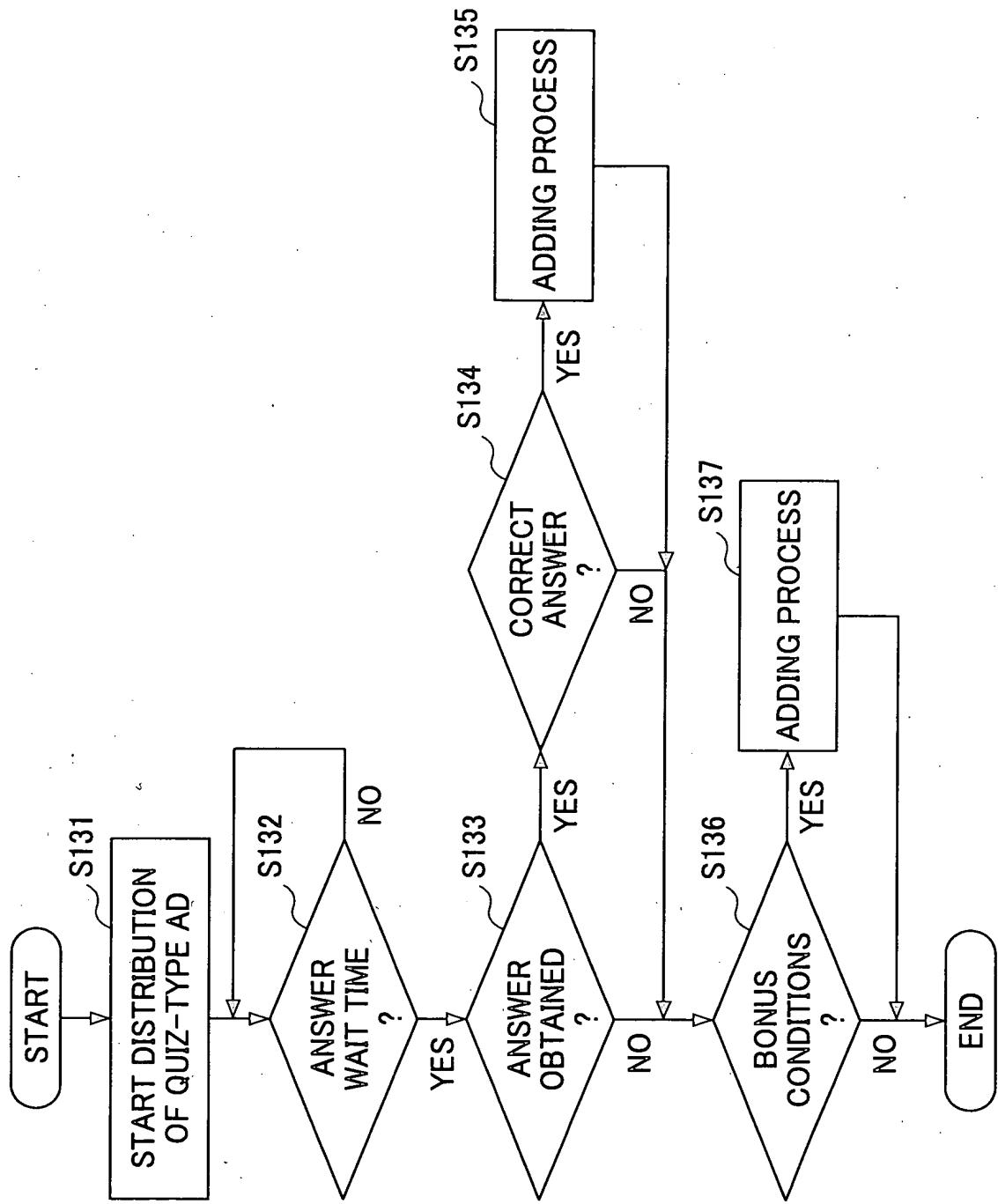


FIG.25

